

Innovative UX & Product Design Leader with 13 years of experience in leading teams and delivering successful user experiences for established brands and startups. Expert in UX, UI, and interaction design, with a focus on strategy and creative direction.

PREVIOUS CLIENTS

BURBERRY SOHO HOUSE
ASOS HARRODS
MADE.COM SANI
RESORTS SELFRIDGES
SIVVI WAREHOUSE D
MARIS BAY STYLUS
FLOWERBX SHEEP INC
STYLESWAP AVANT ARTE
BELMOND APES HILL

SKILLS

Product Design, UI, UX,
Interaction Design, Design
Systems, Team Leadership
and Management,
Strategic Planning,
Accessibility, Prototyping,
Animation, Journey
Mapping, User Testing,
Research, Creative
Direction, Typography,
Iconography.

EDUCATION

2009 - 2011

BA (HONS) FASHION
PROMOTION

SOUTHAMPTON SOLENT
UNIVERSITY

EXPERIENCE

May 2023 - Present

SENIOR MANAGER, UX & PRODUCT DESIGN BURBERRY

- Led a team of customer-focused UX researchers and product designers, collaborating with cross-functional teams.
- Directed user research programs, translating insights into business actions.
- Developed product design language and team growth initiatives.

April 2022 - May 2023

PRODUCT DESIGN LEAD SOHO HOUSE

- Led a team of product designers, designing for the app and website.
- Focused on enhancing user experience in areas such as bookings, payments, and member-to-member connections.
- Delivered high-quality, user-centred design solutions that drove engagement and user satisfaction.

Jan 2021 - April 2022

SENIOR PRODUCT DESIGNER MATTER OF FORM

- Led branding and design projects for luxury hospitality and retail brands.
- Art-directed photo and film shoots, defined creative direction.
- Ensured cohesive and compelling brand experiences across all touchpoints.

April 2020 - Jan 2021

PRODUCT DESIGN LEAD FREELANCE

- Created digital experiences and products for a diverse range of brands.
- Managed all aspects of project delivery, from UX and UI to interaction design and strategy.
- Delivered innovative design solutions to meet client and user needs.

Aug 2019 - April 2020

DESIGN MANAGER SELFRIDGES

- Led a team of designers to produce high-quality outputs for the website.
- Oversaw editorial design, UX/UI, motion graphics, and marketing campaigns.
- Ensured consistency and excellence in all design work.

Aug 2018 - Aug 2019

DESIGN TEAM LEAD HARRODS

April 2016 - Aug 2018

DIGITAL DESIGN LEAD TOPSHOPTOPMAN

Sept 2013 - April 2016

DIGITAL DESIGNER ASOS | WAREHOUSE